TREES-55071

ABSTRACT OF THE DISCLOSURE

A character having a plurality of attributes is created by a network user while within a character-enabled network site. Each attribute is defined by at least one of either audio data and/or visual image data and is selected by the user from a plurality of

5   attributes presented to the user through a user interface. The combination of attributes define a persona for the character. At least one of either an audio presentation and/or a visual image presentation is provided to the user interface. The presentations presented are selected from a plurality of presentations based on the character's persona. Data related to character attributes are stored in a database. One or more of the presentations

10   presented to the user may be interactive, in that it allows for the user to make choices. In response to a user's interaction with the interactive presentation, additional audio presentation and/or a visual image presentation is provided to the user interface. Data indicative of user interaction with the interactive presentations is also stored in a database.